
Communication policy CO2 performance ladder

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1. Introduction

1.1 Ambition

"UNStudio will actively promote and communicate the need and use of its environmental policies in the architectural field to others both internally as externally"

As architecture office the products UNStudio produces are of a wide variety. As part of the implementation of the ISO 14001 standard UNStudio sees the importance to define its environmental goals in the organisation and its products per quality cycle of 1 year. Products ranging from buildings to artwork, from installation to city landmark. All these products can potentially benefit from a environmental policy. This document describes the content and current status of this Policy

UNStudio aims to prevent pollution, reduce waste, encourage recycling and reduce energy consumption throughout business policies and daily practice. Actions such as reducing the use of paper, compensating airplane CO2 and maintaining a low commuting CO2 footprint by a office bike plan are at the heart of UNStudio's environmental processes. We have furthermore committed to work with environmentally conscientious 3rd parties. We monitor and control the environmental performance and aim for continuous improvement through the use of the Quality Team within the studio.

Our CO2 reduction policy has been documented separately in UNStudio's Environmental policy. This communication plan provides the way in which UNStudio will communicate towards her internal and external stakeholders on the objectives and realization thereof. It also shows who is responsible for carrying out these communication tasks.

1.2. General trends

Since the introduction of the CO2 performance ladder, there has been a focus on the developments in the market. the CO2 performance ladder, but also climate policies in general, effect all industries. This means that more companies are establishing environmental standards concerning CO2 emissions and -reduction. UNStudio believes this is a positive trend and we see value in companies keeping an active discussion on new developments concerning sustainable business management.

1.3. Objectives and measurements in 2012.

UNStudio's environmental policy was first initialized in 2010, in accordance to ISO 14001:2004. Currently we are adding more CO2 reduction measurements of which some have already been set into motion. Because we have started to implement reduction measurements within the office, 2011 will be used as a base year. In the following 5 years, UNStudio will try to decrease CO2 emissions with 5%. This number was set with the knowledge that our office has already made some major steps in CO2 reduction in the past year, switching to green electricity and gas being one of them.

An important guiding principle in setting up reduction goals was the CO2 Performance Ladder. This is a tool for companies to challenge and stimulate their own CO2 production to identify and reduce above. The more suppliers the company's efforts to reduce CO2 emissions, the more chance of being awarded there.

1.4. Tasks and Responsibilities

The implementation of CO2 reduction measurements is something that affects all levels of UNStudio. We believe that sustainable office management should not be another task that needs to be fulfilled, but a state of mentality that reaches every corner of the office. Therefore everyone at UNStudio can contribute by sharing their ideas, initiatives and measurements.

However, as part of the CO2 performance ladder, there are some tasks that need to be undertaken regularly. Here, the main responsibility lies with the Directors and UNStudio's Quality team. Coordination is done via the Quality Team.

2. Objective of this communication policy

2.1. Providing clear information towards all stakeholders

It is of importance that all stakeholders of UNStudio receive correct and verifiable data concerning our Environmental policy. This is one of the few ways to keep suppliers, clients and other stakeholders conscious on the positive aspects of a sustainable office management. Through regular communication, stakeholders will be kept updated on our efforts and progress and a platform is created in which discussion and individual contributions can take place.

2.2. Creating time frames

It is important to internally collect data in a structured and transparent manner. This is the basis on which all communication, internally as well as externally, is undertaken. A systematic approach will make clear to everyone when they can expect verifiable information.

3. Stakeholders

3.1. Identifying stakeholders.

UNStudio, stands for United Network Studio, referring to the collaborative nature of the practice. As a network practice, we have a significant amount of potential stakeholders, which can be categorized:

Internal	External
<ul style="list-style-type: none">- Employees- Associate directors- Directors	<ul style="list-style-type: none">- Clients- Partners- Suppliers- Press

3.2. Communication per stakeholder

Targeted stakeholders	Communication objectives
Employees	<ul style="list-style-type: none">- communicating UNStudio's Environmental Management Policy- creating awareness on the importance on sustainability within the office- changing unsustainable work habits among employees, without affecting work outcome- informing about the developments and initiatives on sustainability taken by our office.- sharing knowledge and ideas via (workshops, lectures, intranet?)
Business partners (clients, suppliers)	<ul style="list-style-type: none">- communicating UNStudio's Environmental Management Policy- creating a dialogue on sustainable measurements within office structures and the possibility towards more sustainable enterprising- informing on possibilities within the sector, within UNStudio's possible services towards clients.
Government	<ul style="list-style-type: none">- communicating UNStudio's Environmental Management Policy- stimulating cooperation in means of sustainability
Other	<ul style="list-style-type: none">- communicating UNStudio's Environmental Management Policy via media, lectures, publications and manifesto's.

4. Communication overview

4.1 External Communication Overview				
Subject	Means of communication	Responsibility per task	Related documents	Timeframe
<ul style="list-style-type: none"> Reduction policy Obtained Objectives 	<ul style="list-style-type: none"> Website Press release 	<ul style="list-style-type: none"> Written by Environmental team Approved for publication by Communications Send out by Communications 	Environmental Management Policy	<ul style="list-style-type: none"> New policy: APRIL Obtained objectives: OCTOBER & APRIL
Energy policy and energy usage	<ul style="list-style-type: none"> Website Press release 	<ul style="list-style-type: none"> Written by Environmental team Approved for publication by Communications Send out by Communications 	Energy inventory	July
Trends within the company	<ul style="list-style-type: none"> Website Press release 	<ul style="list-style-type: none"> Written by Environmental team Approved by MT Text release approved by Communications Send out by Communications 	Environmental Management Policy	July
Possibility for individual contributions	<ul style="list-style-type: none"> Contact details on website, for sharing initiatives 	<ul style="list-style-type: none"> Contact details info@unstudio.com Approved by Communications Send out by Communications 	N/A	Throughout the year
Communication plan	<ul style="list-style-type: none"> Website 	<ul style="list-style-type: none"> Written by Environmental team and Communications Approved by Communications Send out by Communications 	Communication policy	July

Updated document placed on Internet in July/August.

4.2 Internal Communication Overview

Subject	Means of communication	Responsibility per task	Related documents	Timeframe
Reduction policy	<ul style="list-style-type: none"> Intranet Evt. Office lectures Posters/folders around the office 	<ul style="list-style-type: none"> Written by Environmental team Communicated by Environmental team and MT 	Environmental Management Policy	<ul style="list-style-type: none"> Intranet: July Evt. Office lectures: Ad hoc Poster: Ad Hoc
Energy policy and energy usage	<ul style="list-style-type: none"> Intranet Evt. Office lectures 	<ul style="list-style-type: none"> Written by Environmental team Communicated by Environmental team and MT 	Energy inventory	<ul style="list-style-type: none"> Intranet: July Evt. Office lectures: Ad hoc
Trends within the company	<ul style="list-style-type: none"> Intranet Office lectures 	<ul style="list-style-type: none"> Written by Environmental team Approved by MT Communicated by Environmental team and MT 	Environmental Management Policy	<ul style="list-style-type: none"> Intranet: Ad Hoc Office lectures: Ad hoc
Possibility for individual contributions	<ul style="list-style-type: none"> Intranet Knowledge platforms 	<ul style="list-style-type: none"> Contact details of Environmental team Passive participation by Sustainable Knowledge platform 	N/A	Throughout the year

Updated document placed on Intranet in July/August.

5. Risk factor

5.1 Risks

Within our communication strategy UNStudio has tried to avoid the following risks:

- communicating diverse and contradictory messages on our sustainability policy
- communicating different objectives towards the wrong stakeholders (type of communication has to be relevant, i.e. different, per group of stakeholders)
- tiring employees with too much information on sustainability

5.2 Evaluation

Evaluation of the communication plan happens around the date of the Management Review and External audit, together with the evaluation of reduction targets.